



Kaleidoscope Publishing

Reflecting God's Truth

Email Course Checklist:

Video one: Why Email?

- Start a notebook or document file of notes, questions, and concerns regarding creating, maintaining, or growing your email list. What are your biggest obstacles?

Video two: Email Platform/Hosting

- Create or access your profile on at least one social media platform. Record your login information.
- Research platform hosting options, choose one, and sign up.

Video three: First 100 Subscribers

- Develop/customize a basic “ask” for friends and family, get their email addresses, and upload into your preferred email hosting platform.

Video four: Lead Magnet

- Create the avatar for your three primary audiences.
- Plan and prepare your digital lead magnet.

Video five: Lead Magnet Delivery Platform

- Sign up for your choice of lead magnet platforms and upload the lead magnet.

Video six: Giveaway

- Sign up for and implement one or more giveaways.

Video seven: Newsletter Tips

- Based on your three primary audiences, brainstorm 10 different email topics (subject line, hook, pic, share something of value (Christ-like), lead to a Call to Action).
- Compose one complete email based on one of your topics and send it.
- Update your list of questions and concerns to discuss with Britt during your coaching session.
- Contact Britt for your coaching session @ Brittmooney@gmail.com.